

About Dave Feroe

I'm drawn to work where complexity is engaged thoughtfully, rather than avoided. For more than fifteen years, I've helped teams step back from noise, pressure, and competing opinions to see their products more clearly... through the lens of those they're meant to serve. My role is to create the conditions for better thinking: to ask the right questions, surface what's been overlooked, and guide smart people toward shared understanding and better outcomes. That's the work I care about, and the kind of contribution I'm eager to bring to your organization.

But experiential data is best in their own words...

from **Chris Kiley** | Director of Global Design | Boeing



Dave played a critical role in advancing research-driven design and facilitation practices within our engineering- and business-led culture. As the organization matured, Dave became a focal point for high-impact work. He combines strategic judgment with the ability to lead complex workshops, guide cross-functional teams, and accelerate roadmaps in meaningful ways.

from **Christine Callaghan** | Digital TechOps Product Manager | Boeing Vancouver



If you are looking for expert help because you seek to deeply understand your end users, customers, or stakeholders, and encourage true innovation, Dave is the talented and exceptional person you need in your corner. Dave is masterful at working with teams to elicit gold... Dave has a gift for ensuring each person is heard, and comfortable, and he creates an equitable atmosphere for full participation.

from **Brad Decker** | Portfolio Architect, Global Data Solutions | Jeppesen ForeFlight



Dave is a remarkable design practitioner and cultural transformer. His spectrum of capabilities is deep in User Experience Design, larger-scale design workshops, and enterprise-scale training and development. He can lead at any level of the organization, establishing a design thinking mindset, and facilitating practical discovery of user needs and opportunities that transform products and services.

from **Aryk Moore** | Senior Product Designer | Boeing and Jeppesen ForeFlight



Dave is one of those rare people whose presence immediately elevates both the work and the people in the room. As a Principal UX Research Strategist and Facilitator, he brings clarity, empathy, and structure to complex problems, creating environments where teams can think deeply, collaborate honestly, and move forward with confidence.

Read more on: www.linkedin/in/daveferoe